

FIG 1

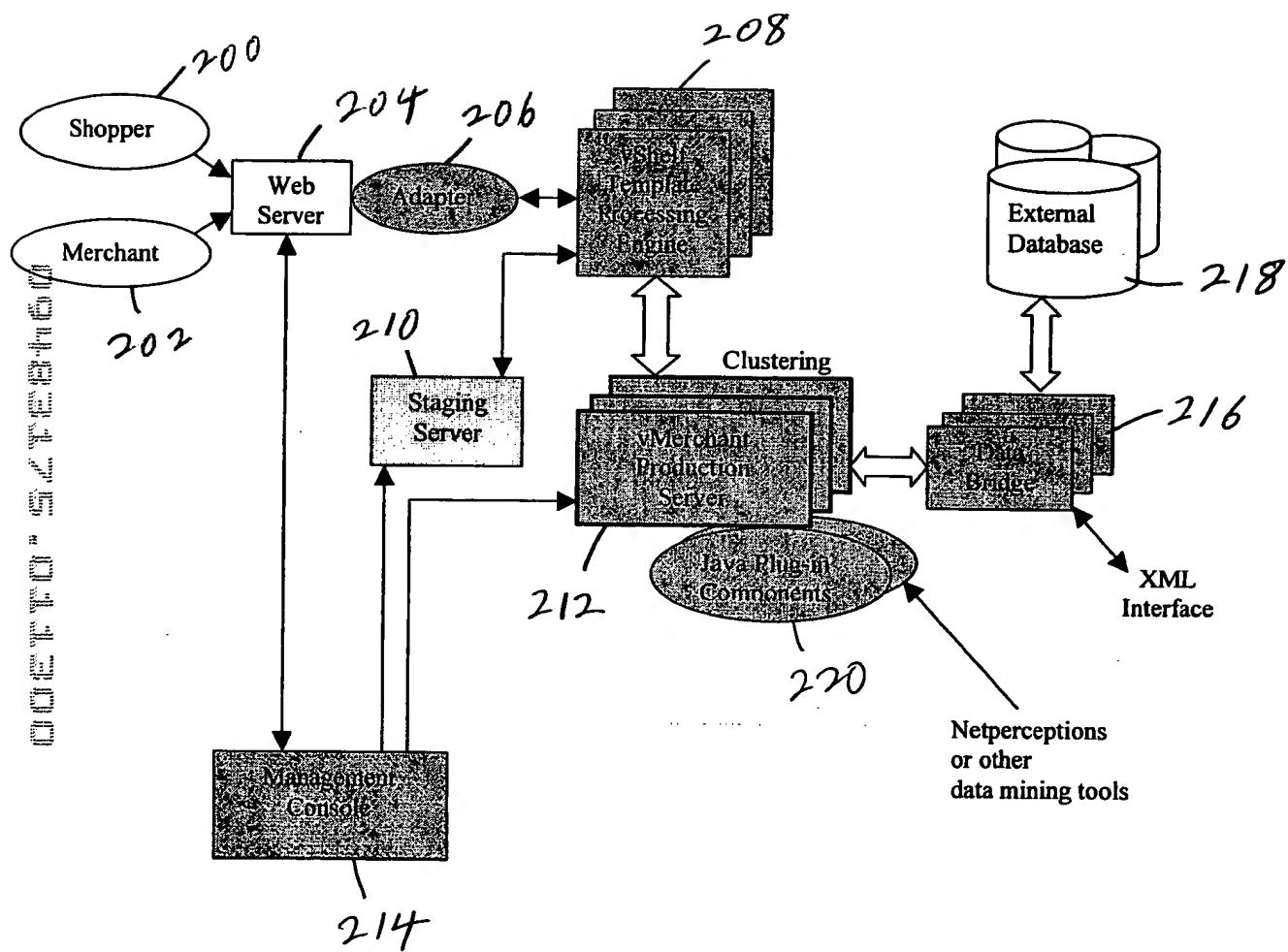


FIG 2

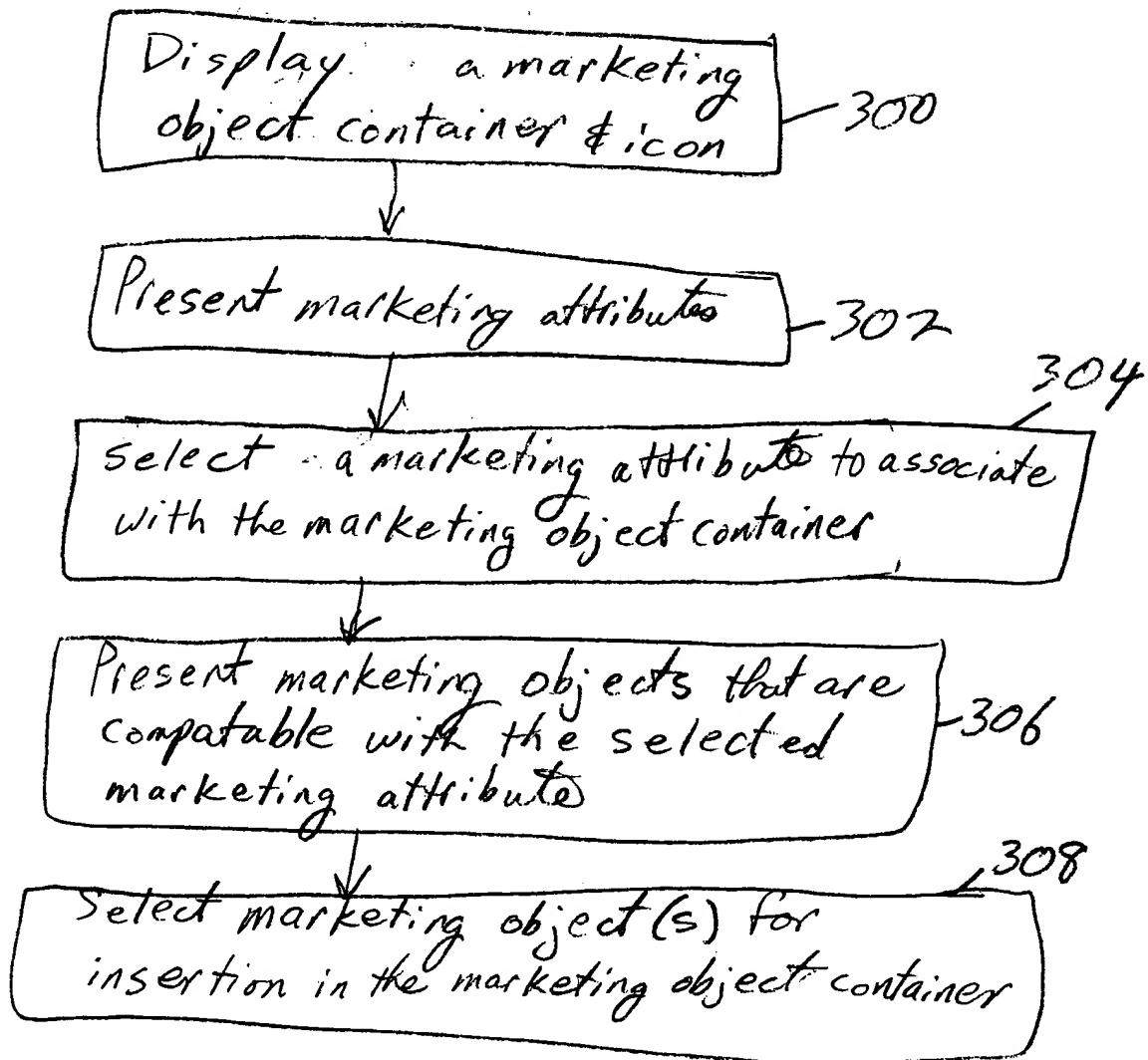


FIG 3

Technical department sets up a
Web page and incorporates marketing
object containers

400

Site visitor accesses web server

404

Present web page including marketing
object containers

406

Input marketing object container ID to server

410

Server returns display object data
for marketing object container and
invokes a style template

412



FIG 4A

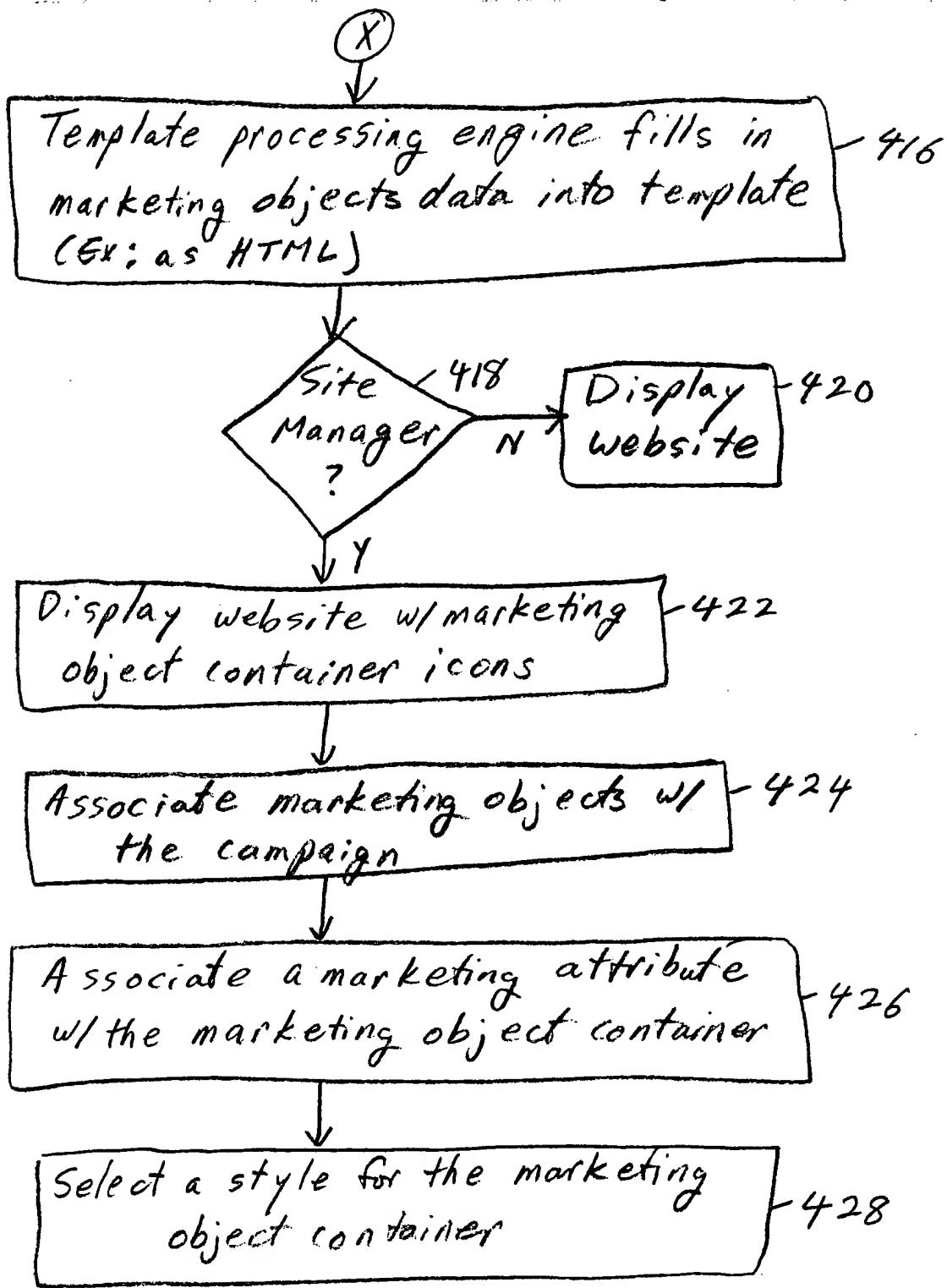


FIG 4B

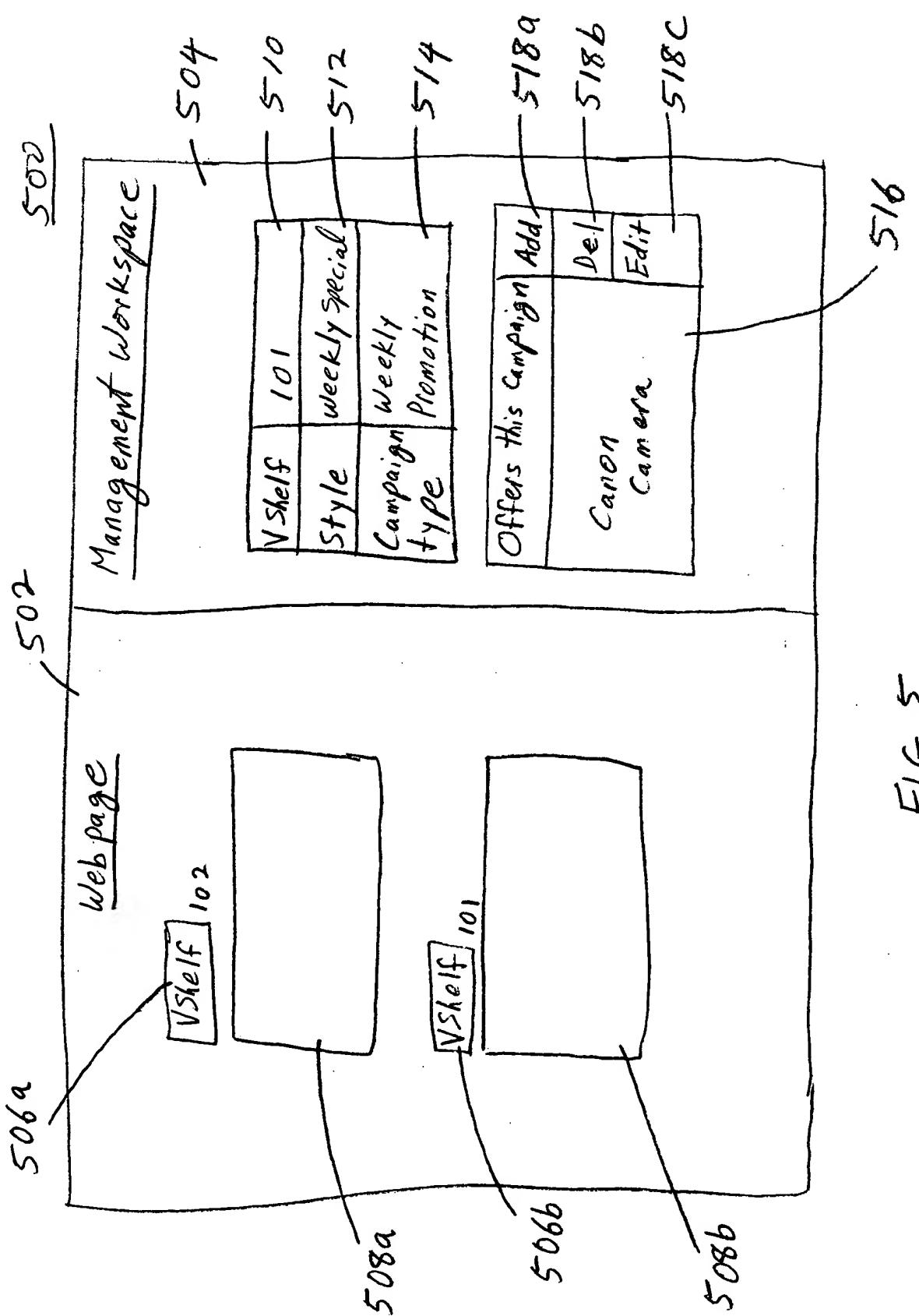


FIG 5

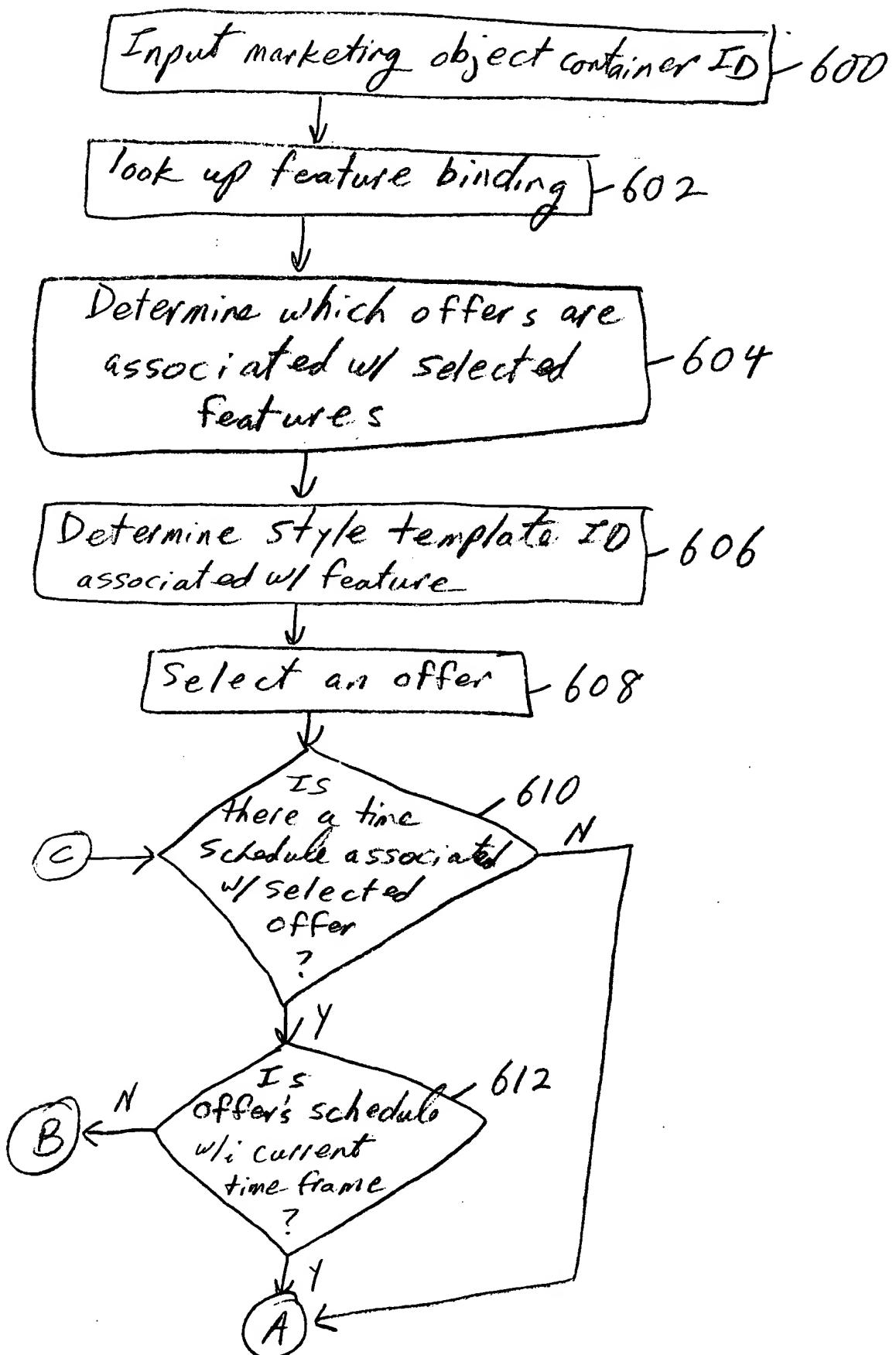


FIG 6A

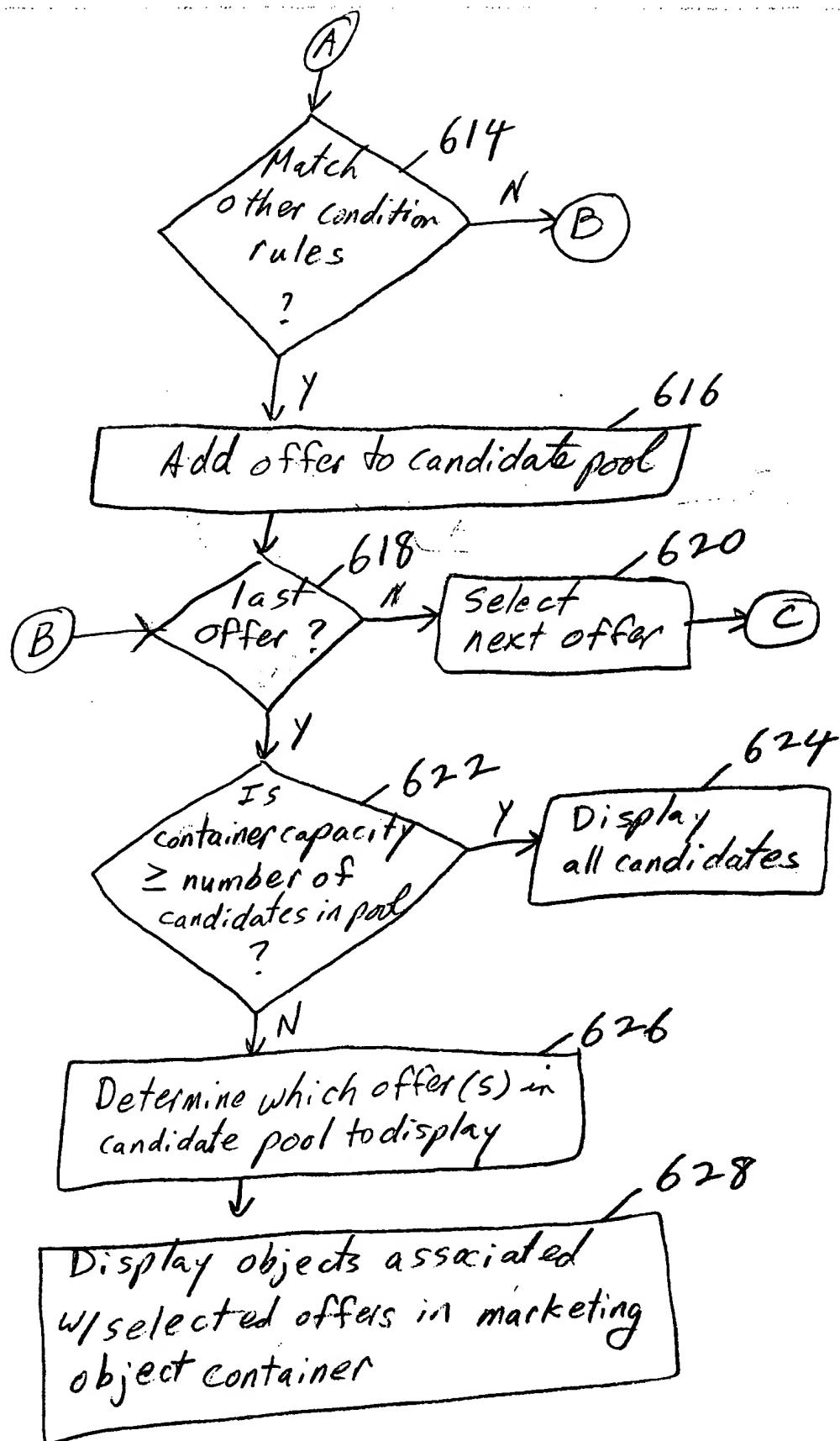


FIG 6B

Feature Table

Feature	Current item	Item
Cross Sell	Canon Camera	Camera pouch
Cross Sell	Canon Camera	Slide pager
up sell	Canon Camera	Nikon Camera

FIG 7B

Feature binding

Marketing Object Container ID	Feature
102	Cross Sell

FIG 7A

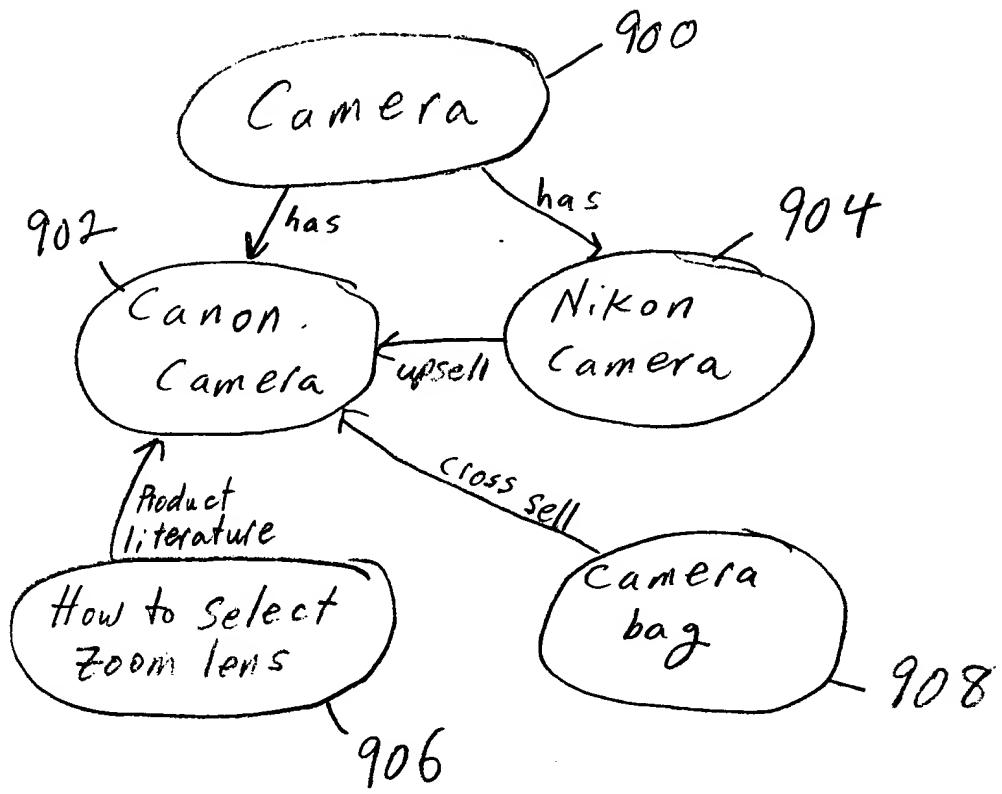


FIG 8

Cross Sells in the feature table (semantic network)

Feature

Marketing
Object

Campaigns	Name Current Item	Name Item	Starting Time	Ending Time	Container vName	Targeting Group	Context Targeting
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	Leather Photo/Audio Pouch Item 916218137347	Jun 10 1999 10:00PM	Jul 10 2001 10:00PM	410; 10011203;		For Men;
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	35MM Slide Pages, 50 Pk. Item 916218137687	Jun 10 1999 10:00PM	Jul 10 2000 10:00PM	410; 10011203;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Clamplite Camera/Video Illumination Device Item 916218136025	Jun 10 1999 11:00PM	Jul 10 2000 11:00PM	410;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Leather SLR Compartment Case Item 916218147792	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Kids II Easy-Fit Soft Sole Shoes Item 916218141753	©Disney Ursula Doll Item 916218139290	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Hewlett Packard LaserJet 3100se Printer Item 916218146440	Hewlett Packard Bright White Inkjet Paper Item 916218145729	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Camping Package Item 1216	Holga 120S Box Camera Item 916218137016	Jun 12 1999 1:00PM	Jul 12 2004 1:00PM	410;		Deal finder;
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	ColorPage - Color Scanner Item 916218135705	Jun 24 1999 11:00AM	Jul 27 2000 11:00AM			
Cross Sell	Camping Package Item 1216	Tour Gate Package Item 2007	Jun 27 1999 12:00PM	Jul 27 2000 12:00PM	10011207;		
Cross Sell	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM			
Cross Sell	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM			
Cross Sell	The Crosley 1930's Bluebird Radio Replica Item 916218137898	Crosley Country Wall Phone Item 916218138008	Jun 27 1999 8:00PM	Jul 27 2000 8:00PM			
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	Vivitar ViviCam 2500 Digital Camera Item 916218146951	Jun 28 1999 5:00AM	Jul 28 1999 5:00AM	10011203;		
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	ColorPage - Color Scanner Item 916218135705	Aug 25 1999 2:00PM	Sep 24 1999 2:00PM			

$\langle \gamma_0 \text{ Vshelf "101" } \gamma_0 \rangle$

$\langle \gamma_0 \text{ Vshelf "102" } \gamma_0 \rangle$

$\langle \gamma_0 \text{ Vshelf "103" } \gamma_0 \rangle$

⋮

FIG 10

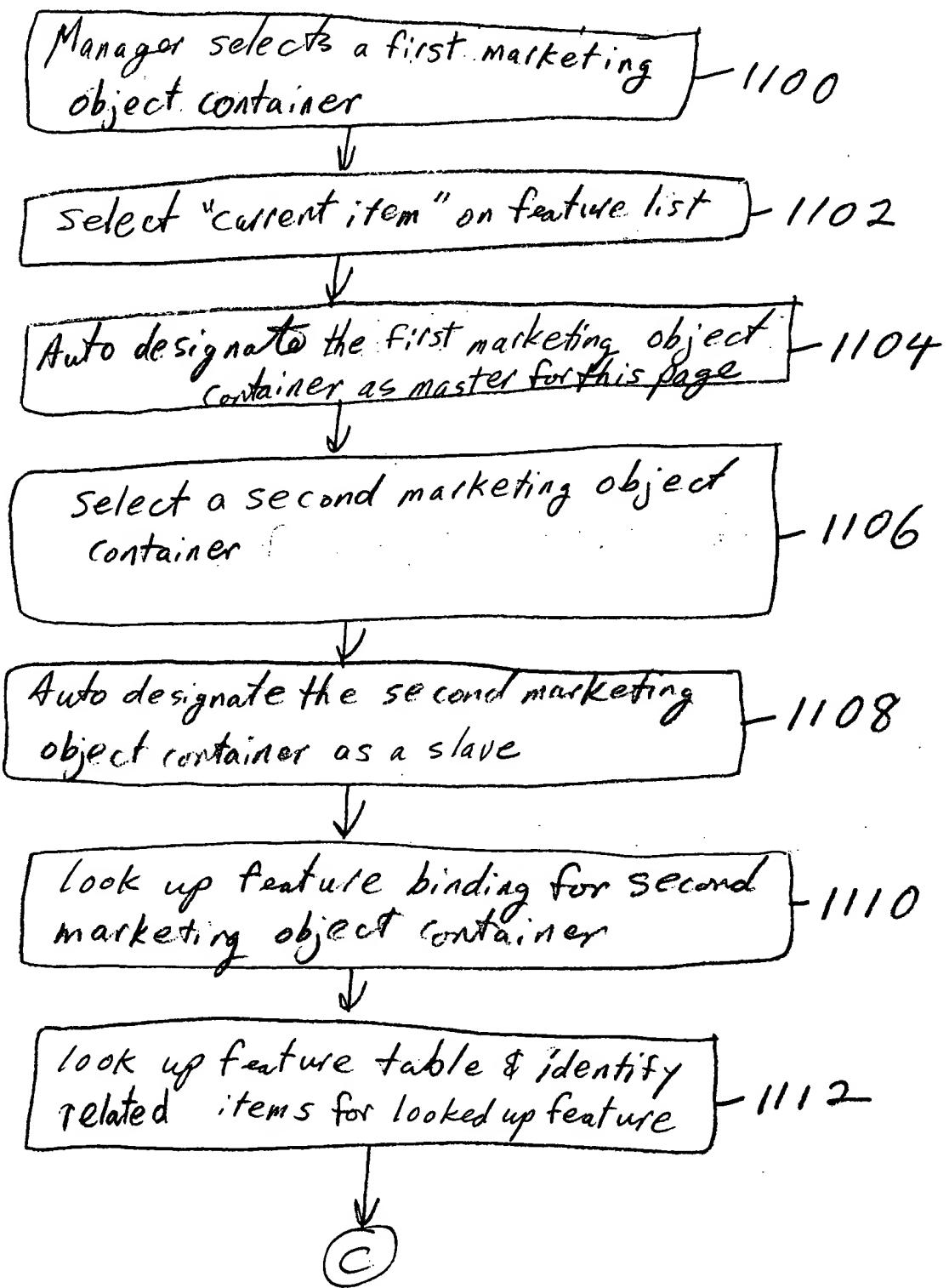


FIG 11

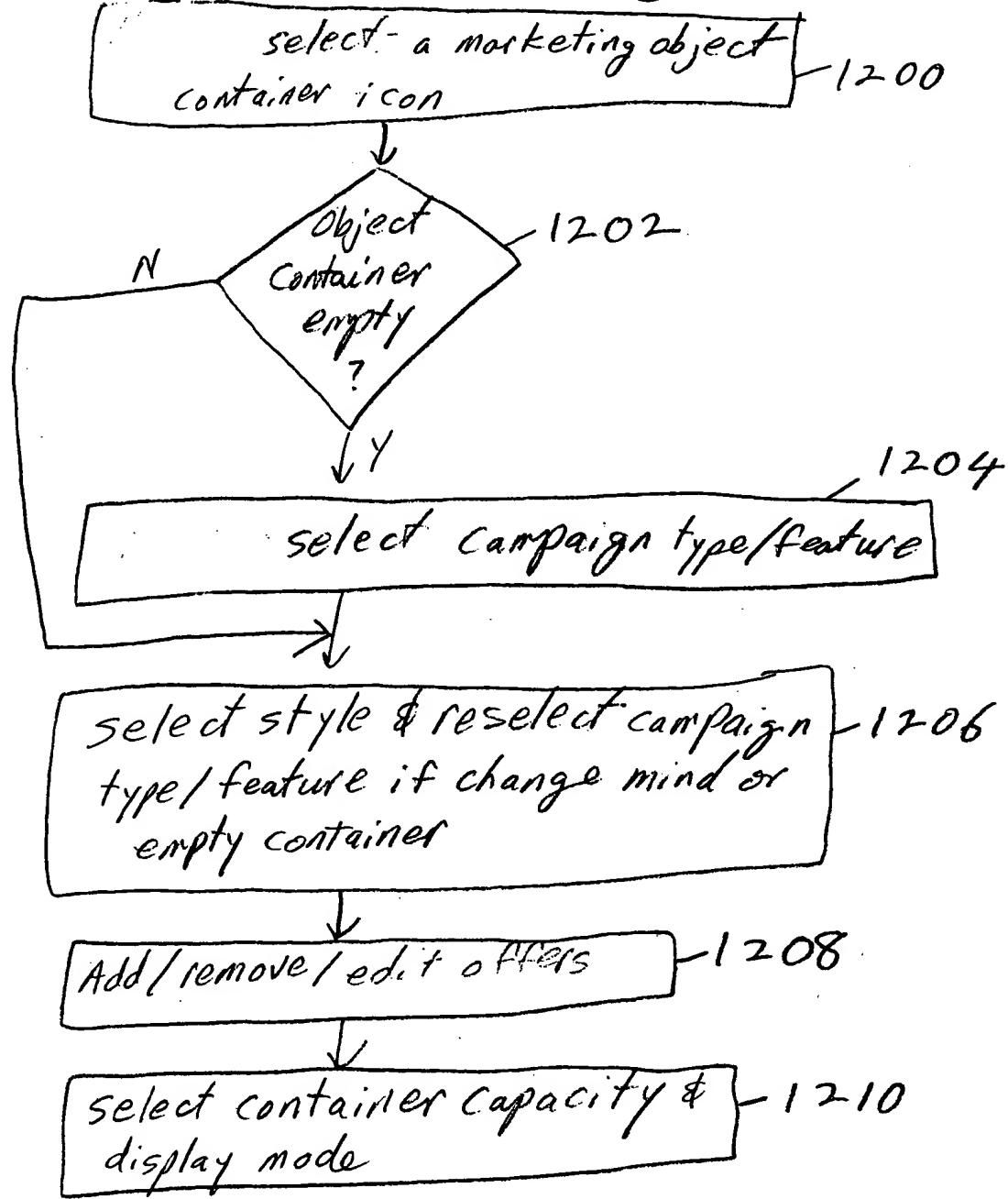


FIG 12

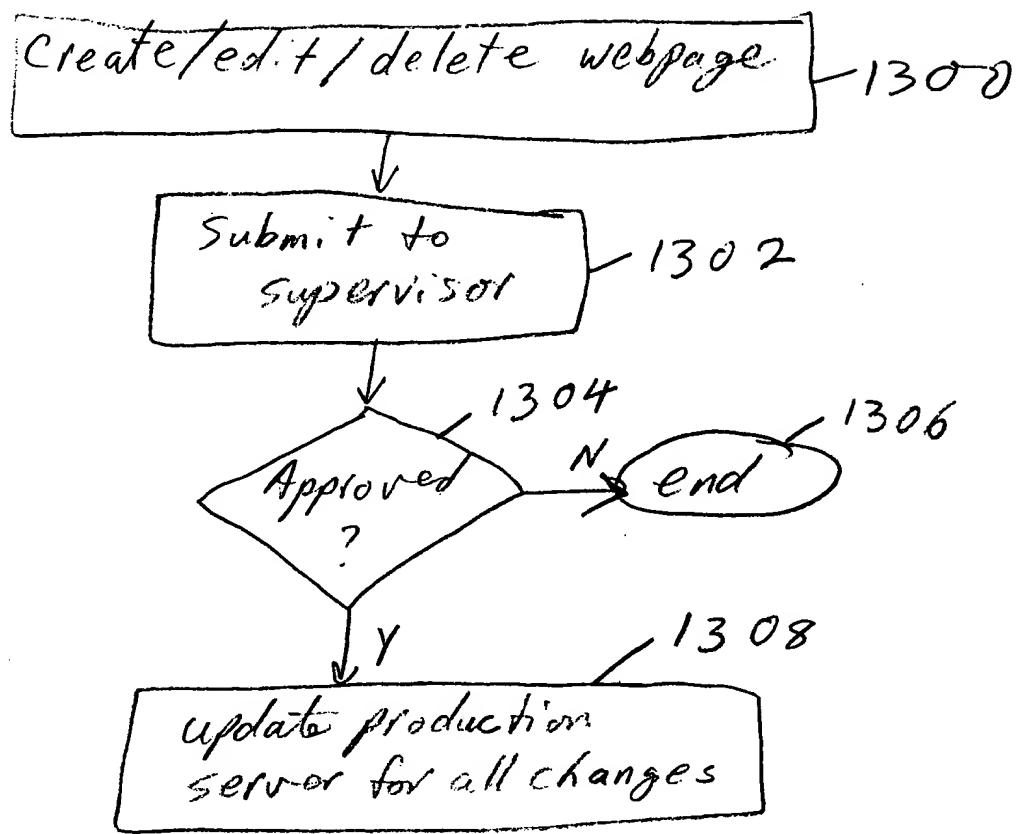


FIG 13

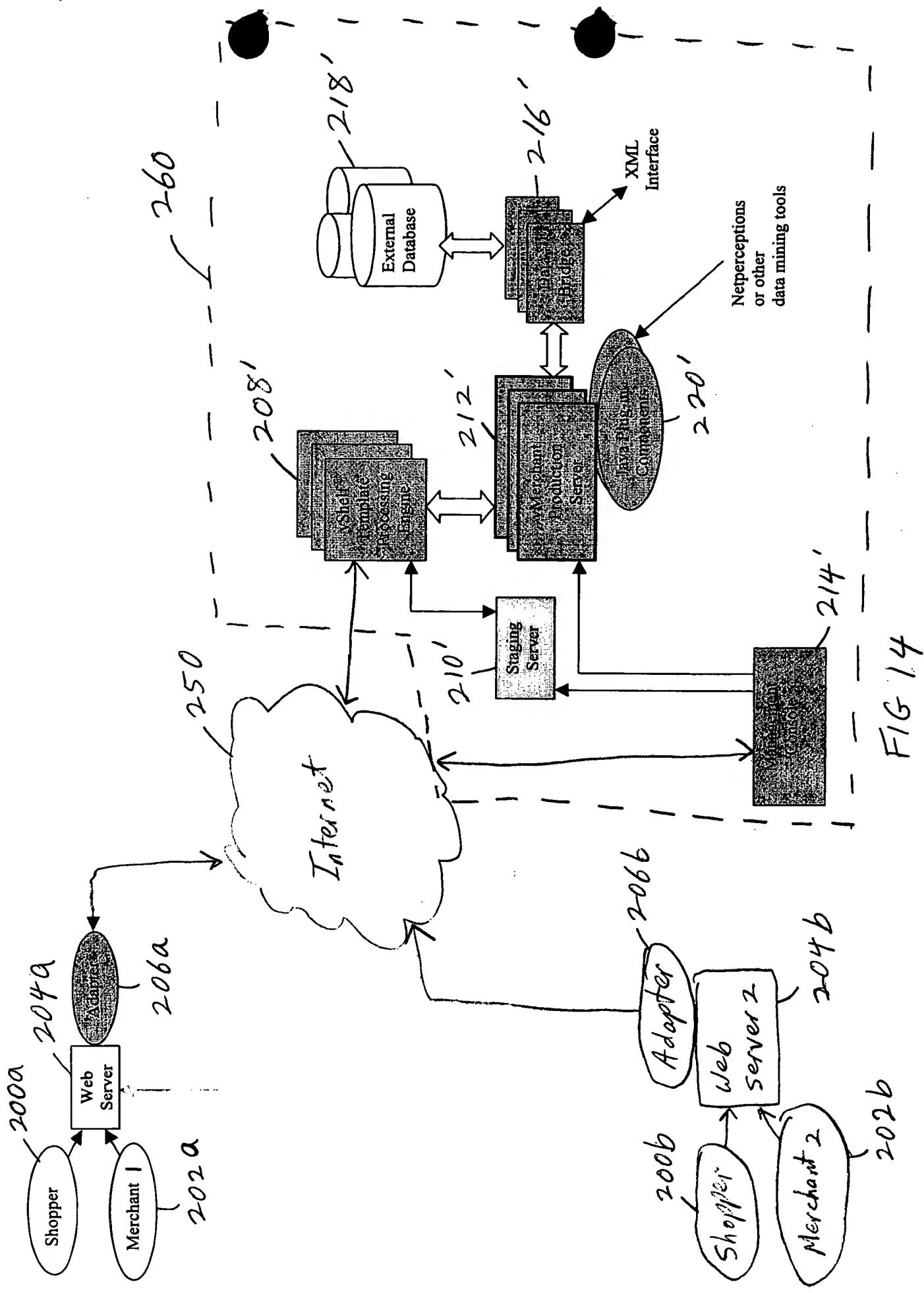


FIG 14

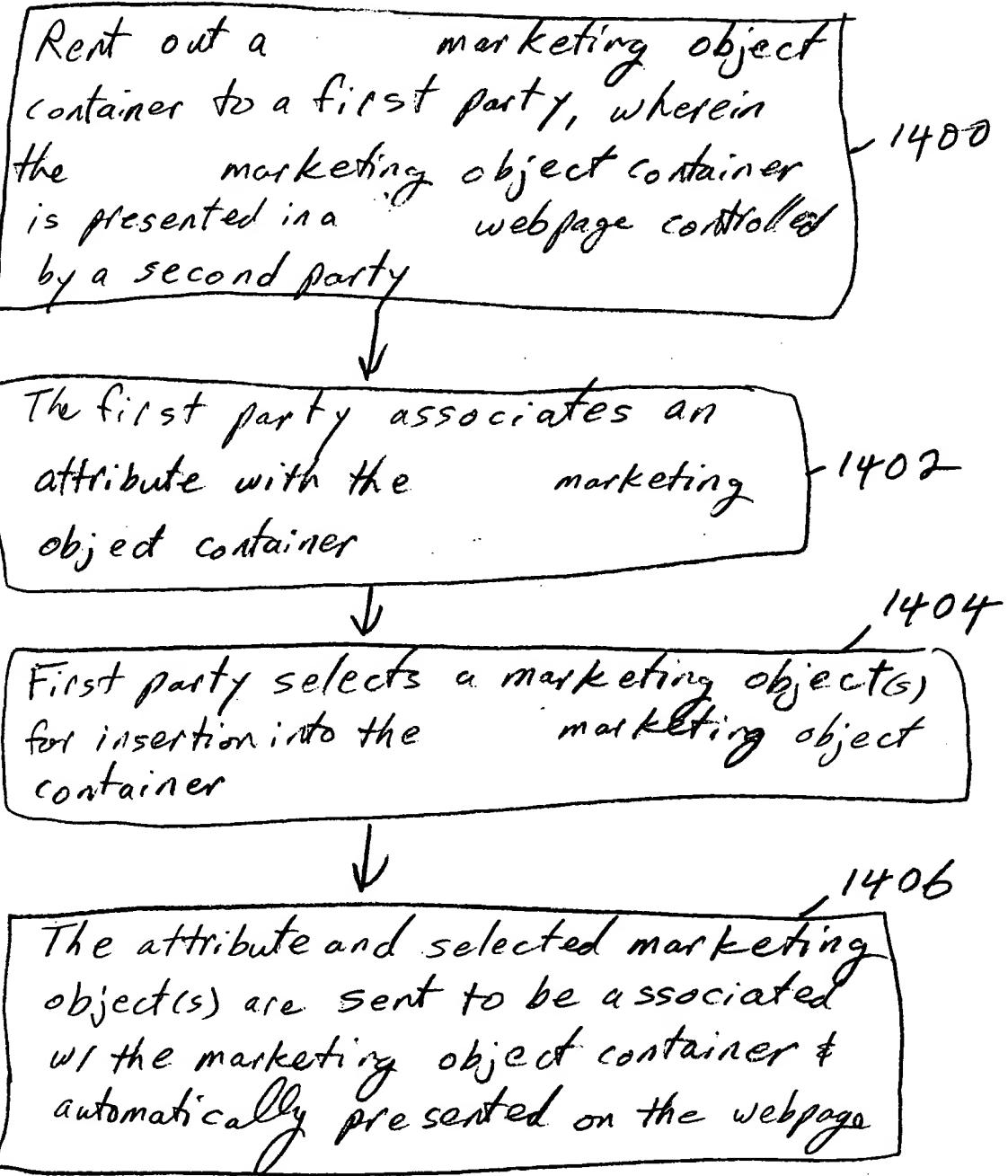


FIG 15

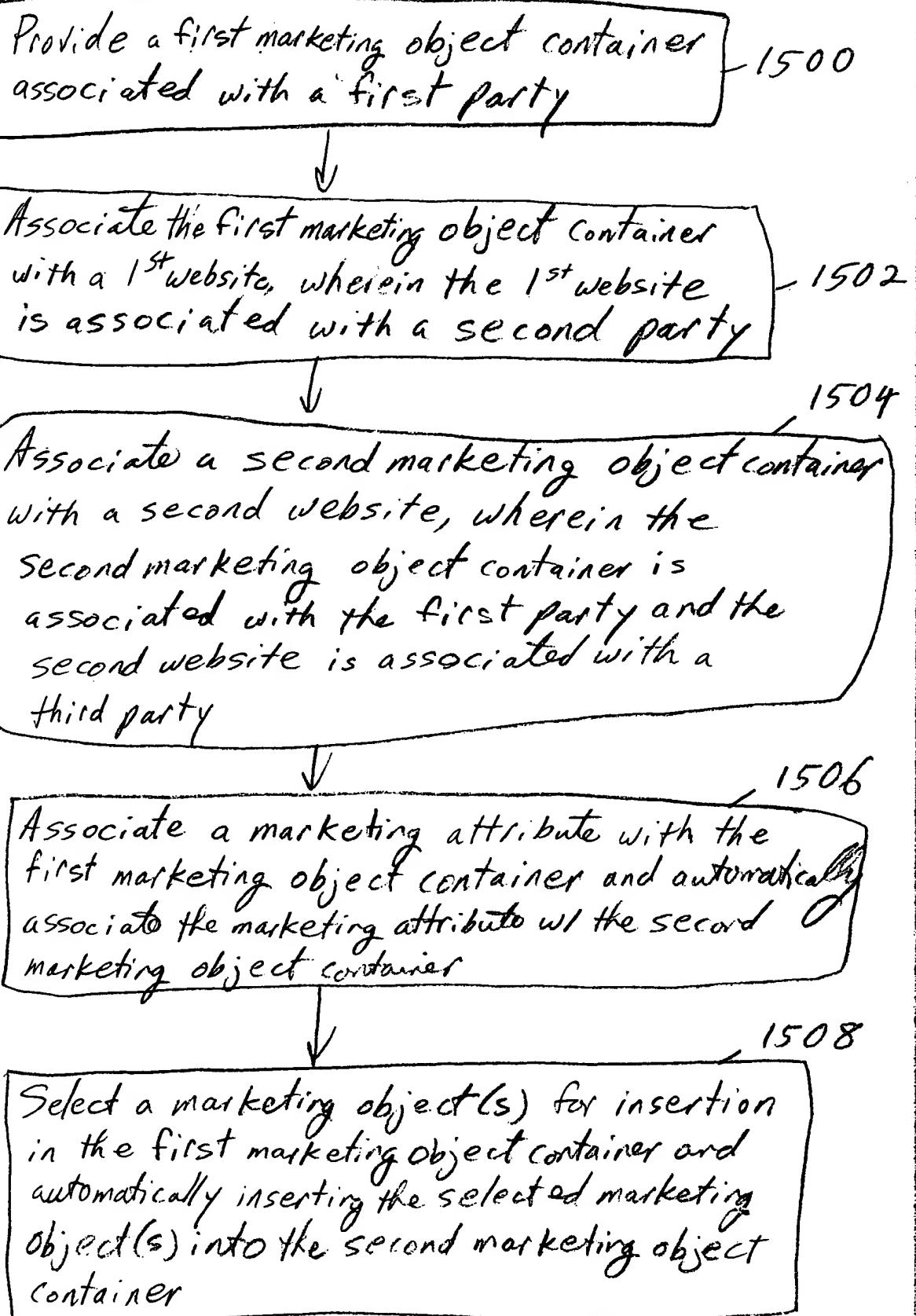


FIG 16

Rent out a first marketing object container to a first party, wherein the first marketing object container is presented in a first webpage controlled by a second party

1600

Rent out a second marketing object container to the first party, wherein the second marketing object container is presented in a second webpage controlled by a third party

1602

The first party associates an attribute with the first marketing object container and the same attribute is automatically associated with the second marketing object container

1604

The first party selects a marketing object(s) for insertion into the first marketing object container

1606

Automatically insert the selected marketing object(s) into the second marketing object container

1608

FIG 17